

THAT WHICH IS CLAIMED IS:

1. A method of selling regulated goods over
a computer network, wherein the computer network
5 comprises a Web site of a seller and a plurality of Web
clients in communication with the Web site, and wherein
buyers communicate with the Web site via respective Web
clients, the method comprising:

displaying information about regulated goods
10 offered for sale via the Web site;

receiving an offer at the Web site from a
buyer, via a respective Web client, to purchase the
regulated goods;

verifying that the buyer is authorized to
15 purchase the regulated goods by verifying that the
buyer has a valid license issued by a regulatory agency
for the regulated goods; and

sending an acceptance of the offer to the
buyer in response to verifying that the buyer is
20 authorized to purchase the regulated goods.

2. The method of Claim 1, further
comprising verifying that the regulated goods offered
for sale are legal for use within the buyer's location
25 in response to verifying that the buyer is authorized
to purchase the regulated goods.

3. The method of Claim 1, further
comprising initiating delivery of the regulated goods
30 to the buyer in response to verifying that the buyer is
authorized to purchase the regulated goods.

4. The method of Claim 1, further comprising initiating a transfer of funds from a financial account of the buyer to a financial account of the seller.

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5. The method of Claim 4, wherein the step of initiating a transfer of funds comprises notifying a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

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6. The method of Claim 1, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

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7. The method of Claim 1, wherein displaying information about the regulated goods offered for sale comprises displaying cost information for shipping the regulated goods to a buyer location.

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8. The method of Claim 1, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

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9. The method of Claim 1, further comprising storing information about a sale of regulated goods to the buyer.

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10. The method of Claim 1, further comprising imposing restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

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11. The method of Claim 3, wherein
initiating delivery of the regulated goods comprises:
conducting a reverse auction over the
5 computer network, wherein carriers, via respective Web
clients, can submit bids for delivering the regulated
goods to the buyer; and
declaring a winning carrier, wherein the
winning carrier submitted a lowest bid for delivering
10 the regulated goods to the buyer.

12. The method of Claim 1, wherein
initiating delivery of the regulated goods comprises
initiating delivery of the regulated goods via a third
15 party freight dispatcher in communication with the Web
site.

13. A method of auctioning regulated goods
over a computer network, wherein the computer network
20 comprises a Web site of a seller and a plurality of Web
clients in communication with the Web site, wherein
buyers communicate with the Web site via respective Web
clients, the method comprising:
displaying information about regulated goods
25 to be auctioned via the Web site;
conducting an auction over the computer
network to solicit bids to purchase the regulated
goods;
declaring a buyer that submits a highest bid
30 for the regulated goods a winner; and
verifying that the winning buyer is
authorized to purchase the regulated goods by verifying
that the buyer has a valid license issued by a
regulatory agency for the regulated goods.

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14. The method of Claim 13, further
comprising verifying that the regulated goods offered
for sale are legal for use within a buyer location in
response to verifying that the winning buyer is
5 authorized to purchase the regulated goods.

15. The method of Claim 13, wherein
displayed information about the regulated goods to be
auctioned includes a specified quantity of the
10 regulated goods.

16. The method of Claim 13, further
comprising initiating a transfer of funds from a
financial account of the winning buyer to a financial
15 account of the seller.

17. The method of Claim 16, wherein
initiating a transfer of funds comprises notifying a
third party financial institution via the computer
20 network to transfer funds from a financial account of
the winning buyer to a financial account of the seller.

18. The method of Claim 13, wherein
conducting an auction over the computer network
25 comprises conducting an auction within a designated
time period.

19. The method of Claim 13, wherein
conducting an auction over the computer network
30 comprises listing cost information for shipping the
regulated goods to a buyer location.

20. The method of Claim 13, wherein the
regulated goods are selected from the group consisting
35 of agricultural chemicals, seeds, and animal health

products.

21. The method of Claim 13, further
comprising storing information about a sale of
5 regulated goods to the winning buyer.

22. The method of Claim 13, further
comprising imposing restrictions as to where and from
whom offers to purchase the regulated goods by buyers
10 will be accepted.

23. The method of Claim 13, further
comprising initiating delivery of the regulated goods
to the winning buyer.

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24. The method of Claim 23, wherein
initiating delivery of the regulated goods comprises:
conducting a reverse auction over the
computer network, wherein carriers, via respective Web
20 clients, can submit bids for delivering the regulated
goods to the winning buyer; and

declaring a winning carrier, wherein the
winning carrier submitted a lowest bid for delivering
the regulated goods to the winning buyer.

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25. The method of Claim 23, wherein
initiating delivery of the regulated goods comprises
initiating delivery of the regulated goods via a third
party freight dispatcher in communication with the Web
30 site.

26. The method of Claim 13, wherein
conducting an auction comprises allowing a buyer to
automatically increase a bid in response to bids from
35 other buyers in order to win the auction.

27. A system for selling regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein
5 buyers communicate with the Web site via respective Web clients, the system comprising:

means for displaying information about regulated goods offered for sale via the Web site;

means for receiving an offer at the Web site
10 from a buyer, via a respective Web client, to purchase the regulated goods;

means for verifying that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a
15 regulatory agency for the regulated goods; and

means for sending an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

20 28. The system of Claim 27, further comprising means for verifying that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

25 29. The system of Claim 27, further comprising means for initiating delivery of the regulated goods to the buyer in response to verifying that the buyer is authorized to purchase the regulated
30 goods.

30. The system of Claim 27, further comprising means for initiating a transfer of funds from a financial account of the buyer to a financial
35 account of the seller.

31. The system of Claim 30, wherein the means for initiating a transfer of funds comprises means for notifying a third party financial institution
5 via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

32. The system of Claim 27, wherein the
10 information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

33. The system of Claim 27, wherein means
15 for displaying information about the regulated goods offered for sale comprises means for displaying cost information for shipping the regulated goods to a buyer location.

20 34. The system of Claim 27, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

25 35. The system of Claim 27, further comprising means for storing information about a sale of regulated goods to the buyer.

30 36. The system of Claim 27, further comprising means for imposing restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

35 37. The system of Claim 29, wherein means

for initiating delivery of the regulated goods
comprises:

means for conducting a reverse auction over
the computer network, wherein carriers, via respective
5 Web clients, can submit bids for delivering the
regulated goods to the buyer; and

means for declaring a winning carrier,
wherein the winning carrier submitted a lowest bid for
delivering the regulated goods to the buyer.

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38. The system of Claim 27, wherein means
for initiating delivery of the regulated goods
comprises means for initiating delivery of the
regulated goods via a third party freight dispatcher in
15 communication with the Web site.

39. A system of auctioning regulated goods
over a computer network, wherein the computer network
comprises a Web site of a seller and a plurality of Web
20 clients in communication with the Web site, wherein
buyers communicate with the Web site via respective Web
clients, the system comprising:

means for displaying information about
regulated goods to be auctioned via the Web site;

25 means for conducting an auction over the
computer network to solicit bids to purchase the
regulated goods;

means for declaring a buyer that submits a
highest bid for the regulated goods a winner; and

30 means for verifying that the winning buyer is
authorized to purchase the regulated goods by verifying
that the buyer has a valid license issued by a
regulatory agency for the regulated goods.

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40. The system of Claim 39, further

comprising means for verifying that the regulated goods offered for sale are legal for use within a buyer location in response to verifying that the winning buyer is authorized to purchase the regulated goods.

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41. The system of Claim 39, wherein displayed information about the regulated goods to be auctioned includes a specified quantity of the regulated goods.

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42. The system of Claim 39, further comprising means for initiating a transfer of funds from a financial account of the winning buyer to a financial account of the seller.

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43. The system of Claim 42, wherein means for initiating a transfer of funds comprises means for notifying a third party financial institution via the computer network to transfer funds from a financial account of the winning buyer to a financial account of the seller.

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44. The system of Claim 39, wherein means for conducting an auction over the computer network comprises means for conducting an auction within a designated time period.

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45. The system of Claim 39, wherein means for conducting an auction over the computer network comprises means for listing cost information for shipping the regulated goods to a buyer location.

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46. The system of Claim 39, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health

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products.

47. The system of Claim 39, further comprising means for storing information about a sale
5 of regulated goods to the winning buyer.

48. The system of Claim 39, further comprising means for imposing restrictions as to where and from whom offers to purchase the regulated goods by
10 buyers will be accepted.

49. The system of Claim 39, further comprising means for initiating delivery of the regulated goods to the winning buyer.
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50. The system of Claim 49, wherein means for initiating delivery of the regulated goods comprises:

means for conducting a reverse auction over
20 the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the winning buyer; and

means for declaring a winning carrier, wherein the winning carrier submitted a lowest bid for
25 delivering the regulated goods to the winning buyer.

51. The system of Claim 49, wherein means for initiating delivery of the regulated goods comprises means for initiating delivery of the
30 regulated goods via a third party freight dispatcher in communication with the Web site.

52. The system of Claim 39, wherein means for conducting an auction comprises means for allowing
35 a buyer to automatically increase a bid in response to

bids from other buyers in order to win the auction.

53. A computer program product for selling regulated goods over a computer network, wherein the
5 computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein buyers communicate with the Web site via respective Web clients, the computer program product comprising a computer usable storage medium
10 having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that displays information about regulated goods offered for sale via the Web site;

15 computer readable program code that receives an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods;

computer readable program code that verifies that the buyer is authorized to purchase the regulated
20 goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods; and

computer readable program code that sends an acceptance of the offer to the buyer in response to
25 verifying that the buyer is authorized to purchase the regulated goods.

54. The computer program product of Claim 53, further comprising computer readable program code
30 that verifies that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

35 55. The computer program product of Claim

53, further comprising computer readable program code that initiates delivery of the regulated goods to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

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56. The computer program product of Claim 1, further comprising computer readable program code that initiates a transfer of funds from a financial account of the buyer to a financial account of the seller.

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57. The computer program product of Claim 56, wherein the computer readable program code that initiates a transfer of funds comprises computer readable program code that notifies a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

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58. The computer program product of Claim 53, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

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59. The computer program product of Claim 53, wherein computer readable program code that displays information about the regulated goods offered for sale comprises computer readable program code that displays cost information for shipping the regulated goods to a buyer location.

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60. The computer program product of Claim 53, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

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61. The computer program product of Claim
53, further comprising computer readable program code
that stores information about a sale of regulated goods
5 to the buyer.

62. The computer program product of Claim
53, further comprising computer readable program code
that imposes restrictions as to where and from whom
10 offers to purchase the regulated goods will be
accepted.

63. The computer program product of Claim
55, wherein computer readable program code that
15 initiates delivery of the regulated goods comprises:
computer readable program code that conducts
a reverse auction over the computer network, wherein
carriers, via respective Web clients, can submit bids
for delivering the regulated goods to the buyer; and
20 computer readable program code that declares
a winning carrier, wherein the winning carrier
submitted a lowest bid for delivering the regulated
goods to the buyer.

64. The computer program product of Claim
53, wherein computer readable program code that
initiates delivery of the regulated goods comprises
computer readable program code that initiates delivery
of the regulated goods via a third party freight
30 dispatcher in communication with the Web site.

65. A computer program product for
auctioning regulated goods over a computer network,
wherein the computer network comprises a Web site of a
35 seller and a plurality of Web clients in communication

with the Web site, wherein buyers communicate with the Web site via respective Web clients, the computer program product comprising a computer usable storage medium having computer readable program code embodied
5 in the medium, the computer readable program code comprising:

computer readable program code that displays information about regulated goods to be auctioned via the Web site;

10 computer readable program code that conducts an auction over the computer network to solicit bids to purchase the regulated goods;

computer readable program code that declares a buyer that submits a highest bid for the regulated
15 goods a winner; and

computer readable program code that verifies that the winning buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated
20 goods.

66. The computer program product of Claim 65, further comprising computer readable program code that verifies that the regulated goods offered for sale
25 are legal for use within a buyer location in response to verifying that the winning buyer is authorized to purchase the regulated goods.

67. The computer program product of Claim
30 65, wherein displayed information about the regulated goods to be auctioned includes a specified quantity of the regulated goods.

68. The computer program product of Claim
35 65, further comprising computer readable program code

that initiates a transfer of funds from a financial account of the winning buyer to a financial account of the seller.

5 69. The computer program product of Claim
68, wherein computer readable program code that
initiates a transfer of funds comprises computer
readable program code that notifies a third party
financial institution via the computer network to
10 transfer funds from a financial account of the winning
buyer to a financial account of the seller.

 70. The computer program product of Claim
65, wherein computer readable program code that
15 conducts an auction over the computer network comprises
computer readable program code that conducts an auction
within a designated time period.

 71. The computer program product of Claim
20 65, wherein computer readable program code that
conducts an auction over the computer network comprises
computer readable program code that lists cost
information for shipping the regulated goods to a buyer
location.

25 72. The computer program product of Claim
65, wherein the regulated goods are selected from the
group consisting of agricultural chemicals, seeds, and
animal health products.

30 73. The computer program product of Claim
65, further comprising computer readable program code
that stores information about a sale of regulated goods
to the winning buyer.

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74. The computer program product of Claim
65, further comprising computer readable program code
that imposes restrictions as to where and from whom
offers to purchase the regulated goods by buyers will
5 be accepted.

75. The computer program product of Claim
65, further comprising computer readable program code
that initiates delivery of the regulated goods to the
10 winning buyer.

76. The computer program product of Claim
75, wherein computer readable program code that
initiates delivery of the regulated goods comprises:
15 computer readable program code that conducts
a reverse auction over the computer network, wherein
carriers, via respective Web clients, can submit bids
for delivering the regulated goods to the winning
buyer; and
20 computer readable program code that declares
a winning carrier, wherein the winning carrier
submitted a lowest bid for delivering the regulated
goods to the winning buyer.

77. The computer program product of Claim
75, wherein computer readable program code that
initiates delivery of the regulated goods comprises
computer readable program code that initiates delivery
of the regulated goods via a third party freight
30 dispatcher in communication with the Web site.

78. The computer program product of Claim
65, wherein computer readable program code that
conducts an auction comprises computer readable program
35 code that allows a buyer to automatically increase a

bid in response to bids from other buyers in order to win the auction.